Remarks/Arguments

Reconsideration of this application is requested.

Claim Status

Claims 1-20 were presented. Claims 2-4, 6, 10, 17, 18 and 20 are amended. Claims 1, 5, 7-9, 11-16 and 19 are canceled without prejudice. Claims 2-4, 6, 10, 17, 18 and 20 are pending.

Allowable Subject Matter

Claims 3 and 18 are allowed. Claims 2, 4, 6, 10, 17 and 20 are indicated as allowable if rewritten in independent form. Claims 2 and 4 each depend directly from claim 1 and are rewritten in independent form to include the subject matter of claim 1. Likewise, claim 6 is amended with the features of claim 5, claim 10 now incorporates claim 9, and claim 20 is rewritten to include the subject matter of claim 19. Accordingly, claims 2-4, 6, 10, 17, 18 and 20 are now in condition for allowance.

Claim Rejections - 35 USC 101

Claims 11-15 are rejected under 35 USC 101 as directed to non-statutory subject matter. In response, claims 11-15 are canceled without prejudice.

Claim Rejections - 35 USC 112

Claims 1, 5, 7, 9 and 19 are rejected under 35 USC 112, second paragraph, as omitting essential elements. In response, claims 1, 5, 7, 9 and 19 are canceled, thereby rendering their rejections moot. However, the subject matter of claims 1, 5, 9 and 19 are incorporated into dependent allowable claims 2, 4, 6, 10, 17 and 20. In this regard, claims 2, 4, 6 and 19 now recite the required complementary elements of the positional information as a relationship between a data communications device and a destination. This feature is described in applicant's published application in at least paragraph 0068. Claim 10 now recites the utility of transmitting positional information to a tag (e.g. to be displayed). For these reasons, the rejections under 35 USC 112 should be withdrawn.

Claim Rejections - 35 USC 103

Appl. No. 10/773,561 Amdt. dated March 24, 2010 Reply to Office Action of January 11, 2010

Claims 8 and 16 are rejected under 35 USC 103(a) as obvious over Chuang (US 2005/0122221) in view of Rajasekharan (US 2003/0024975). In response, claims 8 and 16 are canceled, thereby rendering their rejections moot.

Conclusion

This application is now believed to be in condition for allowance. The Examiner is invited to telephone the undersigned to resolve any issues that remain after entry of this amendment. Any fees due with this response may be charged to our Deposit Account No. 50-1314.

Respectfully submitted,

HOGAN HARTSON L.L.P.

Date: March 24, 2010

Troy M. Schmelzer Registration No. 36,667

Attorney for Applicant(s)

1999 Avenue of the Stars, Suite 1400

Los Angeles, California 90067 Phone: 310-785-4600

Fax: 310-785-4601